

ARTICLE 12 SIGN STANDARDS.

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12.1. GENERAL PROVISIONS.

12.1.1. PURPOSE.

This sign ordinance is adopted under the zoning authority of the City in furtherance of the more general purposes set forth in this Ordinance.

The purpose of these sign regulations are:

- to encourage the effective use of signs as a means of communication in the City while preserving the rights of free speech under the First Amendment to the United States Constitution;
- to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth;
- to improve pedestrian and traffic safety;
- to minimize the possible adverse effect of signs on nearby public and private property; and
- to enable the fair and consistent enforcement of these sign restrictions.

12.1.2. APPLICABILITY.

A sign may be constructed, erected, placed, established, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. The effect of this Ordinance as more specifically set forth herein is:

12.1.2.1. To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Ordinance;

12.1.2.2. To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Ordinance, but without a requirement for permits;

12.1.2.3. To prohibit all signs not expressly permitted by this Ordinance; and

12.1.2.4. To provide for the enforcement of the provisions of this Ordinance.

12.1.3. ALTERATION OF SIGN FACE.

The physical alteration of a sign face or supporting structure shall be considered the same as construction of a new sign which shall require a permit and

conformity to all the dimensional requirements of this Ordinance. However, repainting of sign or replacement of sign face (i.e., with business ownership change) shall be considered maintenance or repair and shall not require a permit.

12.1.4. SIGNS ON PUBLIC PROPERTY FORFEITED.

Any sign installed or placed on public property or within a public right-of-way, except in conformance with the requirements of this article, shall be forfeited to the public and is subject to confiscation. In addition to other remedies hereunder, the Administrator shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

12.1.5. DEFINITIONS.

The terms used in this Section shall have the meaning assigned herein. Any term not defined herein shall have the meaning assigned in Appendix A to this Ordinance.

A-Frame Sign - A portable sign comprised of two separate panels or faces joined at the top and spread apart at the bottom to form the base on which the sign stands.

Animation - The movement, or the optical illusion of movement of any part of the sign structure, design or pictorial segment including the movement of any illumination or the flashing, scintillating or varying of light intensity. The automatic changing of all or any part of the facing of a sign shall be considered to be animation. Also included in this definition are signs having "chasing action" which is the action of a row of lights commonly used to create the appearance of motion.

Arm Sign - A freestanding, ground mounted sign comprised of a vertical post to which a perpendicular arm is attached and from which a sign hangs.

Balloon - A nonporous bag of material filled with heated or non-heated air or gas so as to rise or float in the atmosphere.

Banner - A sign or outside advertising display having the character, letters, illustrations, ornamentations, symbol, color or visual representation applied to cloth,

paper, vinyl, fabric, plastic, or like kind of malleable material with or without frame. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Building Front - The linear length of building facing a street right-of-way or in the case of a planned unit development, a legal private access road.

Business or Building Identification Sign - A pedestrian oriented sign attached to a building, which bears only the name, number(s) and/or logo of the building and/or the tenant.

Canopy - A protective cover over a door, entrance, window, or outdoor service area which is attached to or cantilevered from a building. Also known as an awning. Permanent marquees and porticoes which are designed as a continuous or integral part of the structure shall not be considered canopies.

Canopy Sign - A sign that is suspended from, attached to, supported from, applied to, or constructed as part of a canopy or awning.

Changeable Copy Sign - A sign on which message copy is changed manually in the field through attachment of letters, numbers, symbols and other similar characters of changeable pictorial panels. Also known as a reader-board sign.

Combined Development - Two or more establishments or businesses occupying a common building or adjoining buildings which are designed and developed in a coordinated manner and which share parking, driveways and other common facilities.

Commercial Message - Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

Electronic Message Board - A sign which displays messages, such as time and temperature, in alternating light cycles.

Facade - The entire building walls, including wall faces, parapets, fascia, windows, doors, canopy and visible roof structures of one complete elevation.

Facsimile Sign - An oversized, three-dimensional object, such as a chicken bucket, automobile (or automobile part), or human figure, which may or may

not contain advertising matter, and may or may not contain information about products sold on the premises, and is located in such a manner as to attract attention.

Fence Sign - A sign mounted on, attached to, or constructed as part of a fence or similar structure.

Festoon Lighting - A string of outdoor lights suspended between two or more points.

Flag - Any fabric, banner or bunting containing distinctive colors, patterns, or symbols, used as a symbol of government, political subdivision, or other entity.

Gasoline Pump Signs - Signs attached to gasoline and motor vehicle fuel pumps, which display material incidental to the operation of the pumps, such as price, fuel type and self-service instructions.

Grade - The uppermost surface directly below the sign or immediately adjacent to the support. Where the uppermost surface has been artificially raised for landscaping or other purposes, grade shall be measured from the level of the nearest city or state street curb.

Ground Sign - A free-standing sign with its base or its supports mounted directly to the ground. For the purposes of this ordinance, a ground sign shall be defined as one of the following: (1) two sign faces that are located back-to-back on a single structure or (2) as an option only for entrances to subdivisions (residential and non-residential), two separate single-faced signs. The maximum sign area as set forth in this Article 12 shall be applied to each of the sign faces independently.

Historic Building - Any building 50 years old or more with distinctive architectural features characteristic of the period of history during which it was originally constructed.

Holiday Decorations - Displays erected on a seasonal basis in observance of religious, national or state holidays, which are not intended to be permanent in nature, and which contain no advertising material or commercial message.

Illumination, Indirect - Illumination which reflects light from an artificial light source intentionally directed upon a surface. This shall also include

silhouettes of letters or symbols placed before a background of reflected light.

Illumination, Internal - Illumination provided from a source located inside or within the face of the sign.

Individual Establishment or Business - A single establishment or business occupying one or more buildings designed to function as a single enterprise which does not share off-street parking, driveways, or other common facilities with an adjacent establishment or development.

Inflatable Signs - A three-dimensional object, filled with air or gas, and located in such a manner as to attract attention.

Mansard - A steeply pitched roof, pitched at such an angle as to resemble a building wall.

Monument Sign - A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than vertical posts. The base of the sign structure shall be on the ground or a maximum of thirty-six (36) inches above the adjacent grade. The width of the top of the sign shall not be greater than the width of the bottom of the sign.

Off-Premise Sign - A sign identifying/advertising and/or directing the public to a business, or merchandise, or service, or institution, or residential area, or entertainment which is located, sold, rented, leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located. However, this definition shall include Outdoor Advertising or "Billboard" signs.

On-Premise Sign - A sign or display that identifies or communicates a message related to the activity conducted, the service offered, or the commodity sold on the premises where the sign is located.

Outdoor Advertising (Billboard) Signs - A permanently installed sign identifying/advertising and/or directing the public to a business, or merchandise, or service, or institution, or residential area, or entertainment which is located, sold, rented, leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located.

Panel - The primary surface of a sign that carries the identifying/advertising message.

Pennant - Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

Pole Sign - A freestanding, ground mounted sign attached to one or more vertical posts, with the base of the actual sign at least 48 inches above grade.

Political Sign - A sign advertising a candidate or issue to be voted upon on a specific election day, which is attached to the ground by a stake or stakes, but which excludes any other sign defined as a portable sign.

Portable Sign - Any sign designed or intended to be readily relocated whether or not it is permanently attached to a building, structure or on the ground. Portable signs also include signs on wheels or on portable structures such as trailers, tent signs, A-frame or T-shaped signs and normal advertising placed on motor vehicles which are not used regularly and are placed in such a manner as to attract attention.

Projecting Sign - A sign which projects from a structure into a vehicular or pedestrian access way, more than one foot from the surface on which it is mounted, and is mounted usually, but not always, at right angles to the building.

Roof Sign - Any sign erected, constructed, and/or painted wholly or partially on or above the roof of a building. Signs which are mounted flush against a parapet roof and do not extend above the roofline are permitted in accordance with the regulations for wall signs.

Sign - Any display of letters, words, numbers, symbols, emblems, objects, pictures, or any combination thereof made visible for the purpose of attracting attention or of making something known, whether such display be made on, attached to, or constructed as part of a building, structure, vehicle, or object.

Spinner - A wind activated, propeller-type device, which may or may not be attached to advertising copy.

Streamer - A string or strip of miniature or full size pennants or flags which may or may not be suspended between two points.

T-Shaped Sign - A portable sign comprised of one or

more panels or faces joined at the bottom to a perpendicular base on which the sign stands.

Temporary Sign - A sign advertising a special event and not intended to be displayed on a permanent basis.

Valance - A short apron which is designed and installed as part of a canopy/awning and is usually, but not necessarily vertical.

Vehicle Sign – See Portable Sign.

Wall Sign - A sign affixed on and parallel to the exterior wall of any building and projecting not more than 12 inches from the wall. Signs mounted on porticoes shall be considered as wall signs.

Window Sign - A sign which is applied to the building glass area located such that the identifying/advertising message, symbol, insignia, visual representation, logotype or any other form which communicates information can be read from off-premise.

12.2. SIGN PERMIT.

12.2.1. SIGNAGE PLAN REQUIRED.

For any lot on which the owner proposes to erect one or more signs requiring a permit the owner shall submit to the Administrator a Signage Plan containing the following. For a combined development or other multi-tenant development, a master signage plan shall be required.

- An accurate Plot Plan of the lot or parcel, at such scale as the Administrator may reasonably require;
- Location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
- Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and
- An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not. Incidental signs need not be shown.
- The Administrator shall review the application in accordance with the criteria established in this Ordinance. The Administrator shall solicit review comments in accordance with general review procedures.
- Permanent signs for planned unit developments, Traditional Neighborhood Developments and special uses shall be reviewed as part of the site plan.

12.2.2. SIGN AREA COMPUTATIONS.

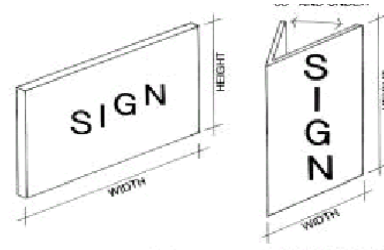
The following principles shall control the computation of sign area and sign height:

12.2.2.1. Computation of Area of Single-faced Signs.

The area of a sign face shall be computed by means of the smallest square or rectangle, that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

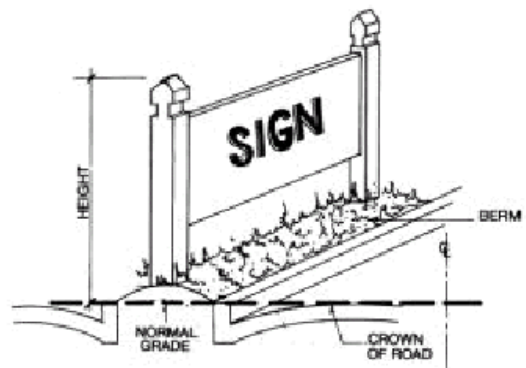
12.2.2.2. Computation of Area of Multi-faced Signs.

The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.



Single-faced sign

Double-faced sign



Sign Height Computation

12.2.2.3. Computation of Height. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be either of (1) existing grade prior to construction or (2) newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign

is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the Principal Structure on the lot or parcel, whichever is lower.

12.2.3. DESIGN, CONSTRUCTION, AND MAINTENANCE.

All signs shall be designed, constructed, and sign maintenance shall occur, in accordance with the following standards:

12.2.3.1. All signs shall be constructed and maintained to retain sound structural condition, and shall comply with all applicable provision of the State Building Code, all applicable electrical codes, and this Ordinance, at all times.

12.2.3.2. Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

12.3. PROHIBITED SIGNS.

12.3.1. Applicability. The following signs are prohibited within the City of Kannapolis and its extraterritorial jurisdiction:

- Signs which approximate official highway signs, warning signs or regulatory devices.
- Signs displaying blinking, flashing or intermittent lights, animation, and moving parts, except as provided for in §§ 12.5.2.2 and 12.5.4.1.
- Portable signs as regulated by this Ordinance.
- “Wrap-around” signs or other continuous wall signs that extend around building corners or radii.
- Off-Premise signs except as specifically permitted herein.
- Outdoor Advertising Signs
- Facsimile Signs.
- Signs placed within any required sight triangle.
- Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse container, except that the latter two may contain a logotype.
- Roof signs.
- Pavement markings for purposes other than traffic control.
- Signs placed within or extending into the right-of-way of city and state maintained streets and roads, except those signs erected by a duly constituted government body and certain signs permitted in the CC, TND, PUD, and TOD districts. (See § 12.1.4)
- Signs that contain language and/or pictures obscene to the general public in accordance with NCGS 14-190.1.
- Signs that advertise an activity or business no longer conducted on the property on which the sign is located.
- Indirect illumination, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways or that causes a nuisance to adjoining property.
- Signs that obstruct fire escapes, windows, doors or other openings used as means of egress or as required legal ventilation.
- Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), or spinners.
- Signs that do not conform to the provisions of these regulations.

12.4. SIGNS THAT DO NOT REQUIRE A PERMIT.

12.4.1. Applicability.

No permit is required for the following signs, provided they are not prohibited as defined in § 12.3, and provided they comply with the conditions set forth. Signs permissible in this section shall not be considered in determining the total sign area, however, if a sign exceeds the size or in any other way does not comply with these limitations, it shall be considered as a prohibited sign and/or shall be subject to all other provisions in Article 12.

12.4.2. Building Marker Signs.

A building marker sign may include only the building name, date of construction, or historical data on historic buildings or sites; and shall be cut or etched into masonry, bronze, or similar material.

12.4.3. Business Identification Sign.

A pedestrian oriented sign attached to a building to identify the tenant within. Such sign shall contain no advertising other than trade name and/or logotype. One sign is permitted per entrance. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.4. Special Event Signs for Public, Quasi-Public or Non-Profit organizations.

A sign may be erected by public, quasi-public, or non-profit organizations such as schools and churches for promoting:

- scheduled sales events such as rummage and bake sales. Such signs shall remain in place no more than 72 hours. Additionally, such signs shall be limited to one on-premise sign per street frontage.
- public events such as charity benefits, fairs, fund drives, revivals and sporting events. Such sign shall not be illuminated nor be located within a street right-of-way or required sight triangle. Such signs may be displayed for a period of 30 days and may be allowed on- or off-premise.
- special seasonal events, such as parades, fairs and festivals. Such signs may be erected (on- or off-premise) within 14 days of the event and shall be removed 72 hours after the end of an event.

Such signs shall not be illuminated and MAXIMUM SIZE IS 30 SQUARE FEET.

12.4.5. Construction/Contractor's and Subdivision Project Signs.

Such signs shall be non-illuminated and may be located in any district to identify future tenants, home builders, contractors, and architectural or engineering designers during the period of construction. These signs shall be removed no later than seven days after the completion of a project. MAXIMUM SIZE IS 32 SQUARE FEET.

12.4.6. Flags.

Flags of the United States of America, the State of North Carolina, Cabarrus or Rowan County, the City, or foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, provided that such flag shall not be flown from a pole the top of which is more than 40 feet in height. Such flags shall be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting these conditions, except where stated in 12.4.6.1 shall be considered a banner sign and shall be subject to regulation as such. MAXIMUM SIZE IS 60 SQUARE FEET.

12.4.6.1 Other flags.

- a. Seasonal or promotional flags that do not include any advertising text. MAXIMUM SIZE IS 24 SQUARE FEET.
- b. One corporate flag is allowed per site; a corporate flag shall be defined as one that includes a company logo, insignia, symbol or name. MAXIMUM SIZE IS 24 SQUARE FEET.

12.4.7. Governmental Signs.

Signs posted by various local, state, and federal agencies such as regulatory signs, welcome signs, and traffic control signs.

12.4.8. Incidental Signs.

Signs indicating vehicular entrances and exits, parking areas, one-way traffic, no trespassing, dumping, loitering, etc. Such signs shall not exceed three feet in height, shall not obstruct any vehicular sight triangle, and shall be located no farther than 15 feet away from the edge of the entrance or exit which it delineates. No more than two signs per entrance or exit shall be permitted. Such signs may be illuminated and shall

contain no sign copy other than directional information. MAXIMUM SIZE IS FOUR SQUARE FEET.

12.4.9. Occupant/Street Number Signs.

Non-illuminated signs affixed to structures, mailboxes, decorative light posts, driveway entrances, etc., which serve to identify the address of the structure or occupant. All such signs are required to be placed in such a manner as to be visible from the street.

12.4.10. Off-Premise Directional Signs for Churches.

Non-illuminated ground-mounted signs located outside of the street right-of-way. A maximum of three directional signs per church shall be permitted within the City's zoning jurisdiction. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.11. Political Signs.

Political signs shall not be illuminated, shall not be located within a public street right-of-way or located closer than 10 feet to the edge of street pavement or within a required sight triangle, shall not be attached to trees or utility poles, and shall be no taller than four feet. Political Signs may be displayed during a period beginning 45 days prior to an election and concluding 48 hours after the election. In the event of a runoff election, political signs for the candidates involved may remain on display until 48 hours after the runoff election. All portable and roof-mounted signs for political advertisement are prohibited. All signs that violate the above provisions and/or political signs that remain more than 48 hours after the election shall be removed for disposal by the City. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.12. Public Service Signs.

Signs displayed for the convenience of the general public, such as signs for public rest rooms, automobile inspection, hours of operation, freight entrances, credit cards accepted, etc. Such signs may be illuminated and shall contain no sign copy other than service information and trade names and/or logos for the business. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.13. Real Estate Signs (Off-Premise).

Off-premise signs which advertise the sale of residential property. Such sign shall not be illuminated or located within a sight triangle or public right-of-way. Signs may only be displayed on weekends and shall not be erected before 5 p.m. on

Friday and shall be removed by 7:00 a.m. on Monday. Off-premise real estate signs may also be displayed on legal holidays. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.14. Real Estate Signs – Residential Properties (On-Premise).

Signs which advertise the sale or lease of the property on which said sign is located. Such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage. MAXIMUM SIZE IS SIX SQUARE FEET.

12.4.15. Real Estate Signs – Non-Residential Properties (On-Premise).

Signs which advertise the sale or lease of the property on which said sign is located. Such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage. MAXIMUM SIZE IS 32 SQUARE FEET.

12.4.16. Suspended Canopy Signs.

Signs attached to the underside of canopy/awnings in all districts. Such sign shall not be illuminated, shall contain no advertising other than the trade name and/or logotype. One sign is permitted per business, and such signs shall meet the provisions for clearance as described in the latest edition of The North Carolina State Building Code. MAXIMUM SIZE IS FOUR SQUARE FEET.

12.4.17. Window Signs.

Signs placed or painted on the interior or exterior of glass windows or doors provided that such signs cover no more than 30 percent of the glass area of the entire storefront. Window signs that cover more than 30 percent of the glass shall be considered as wall signs and shall meet requirements for wall signs within the appropriate zoning district.

12.4.18. Yard Sale Signs.

A total of one (1) on-premises sign and three (3) off-premises signs that are no greater than six (6) square feet each may be displayed for the yard sale provided that the signs are not located in a site triangle or street right-of-way, nor placed on any tree, street signs, or on utility pole. Such signs may not be illuminated and may not be displayed more than 24 hours before the

yard sale and shall be taken down no more than 24 hours after the yard sale. MAXIMUM SIZE IS SIX (6) SQUARE FEET.

12.4.19. For-profit Temporary Signs - Businesses advertising special sales, special events and promotions, may display one temporary sign (banner) per establishment in addition to the permitted signs, provided that such sign is not illuminated. Such temporary sign is allowed for a period of 60 days and must be maintained in good condition. The sign must be removed or replaced upon becoming worn, faded, or torn. The banner must be located on the property of the business for which it is advertising and shall only be attached to the frontage wall of a principal structure. No banner may be attached to a roof structure, located within a public right-of-way or sight triangle, or attached to any existing signs.

12.4.19.1 Businesses with more than 300 feet of street frontage on a designated major thoroughfare may have one (1) additional banner for every 300 feet of street frontage. A maximum of three (3) banners is allowed.

12.4.19.2 Combined developments are permitted to have one temporary sign per establishment/tenant as stated in this section; however, the sign(s) must be mounted flush against the building wall of the advertised business.

12.4.19.3 Use of portable signs as temporary signs is not permitted.

12.4.20 Itinerant Merchants - Itinerant merchants may erect one temporary (banner) sign per establishment for the period of operation provided such sign is not located within a street right-of-way or required sight triangle and is not illuminated. MAXIMUM SIZE IS 24 SQUARE FEET.

12.4.20 Fence Wraps - Fence wraps displaying signage when affixed to perimeter fencing at a construction site are permitted in accordance with N.C.G.S. § 160D-908.

12.5. PERMANENT SIGNS THAT REQUIRE A PERMIT.

12.5.1. Applicability. The Section shall govern regulations for signs permanently installed on a site and which are required to obtain a sign permit in accordance with § 12.2 of this Ordinance.

12.5.2. WALL SIGNS.

12.5.2.1. The maximum permitted sign area, location, characteristics, and number of Wall Signs shall be determined in accordance with Tables 12.1-1 through 12.1-5 and as outlined in this § 12.5.2.

12.5.2.2. The following additional regulations shall apply to on-premise wall mounted signs:

- **Signs on Building Walls Which Do Not Face Public Streets** - The permitted wall sign may be placed on a wall that does not face a public street. The maximum allowable size shall be calculated as if the wall faces a public street. The maximum allowable size for a sign on one wall is not transferable to a wall with less frontage.
- **Additional Wall Sign or Canopy Sign Permitted on Corner or Double Frontage Lots** - Lots with more than one street frontage shall be allowed to erect one additional wall or canopy sign on the secondary street frontage, provided that the secondary frontage is at least 100 feet in width at the street right-of-way. The secondary wall sign may not be placed on the same building wall as the primary sign.
- **Additional Wall Sign or Canopy Sign Permitted to Face Side or Rear Parking Lot** - Lots with parking to the side or rear of a building shall be allowed to erect one additional wall or canopy sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the establishment faces the parking lot. The secondary wall sign may not be placed on the same building wall as the primary sign.
- **Location Requirements for Wall Signs** - No wall sign may extend more than one foot from the exterior of the wall and no portion of a sign shall extend above the wall on which it is mounted.
- **Wall Signs on Historic Buildings** - Wall

signs on historic buildings shall be placed within the sign frieze, or distinct place within which a wall sign was intended to be located, if the building was designed for such. No wall sign shall extend beyond such space. If there is no sign frieze, the wall sign shall be placed below the typical second floor window area. The design and coloration of such signs shall be compatible with the character of the building.

- **Changeable Copy.** Changeable copy or “reader board” area and electronic message board area are permitted as wall signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Electronic message board area is included in the calculation of the total sign area unless the board displays only time and temperature information, in which case the message area is allowed in addition to the maximum area of the sign.

12.5.3. CANOPY/AWNING SIGNS.

12.5.3.1. The maximum permitted sign area, location, characteristics, and number of Canopy/Awning Signs shall be determined in accordance with Tables 12.1-1 through 12.1-5 and as outlined in this § 12.5.3. The following additional regulations shall apply to canopy/awning signs:

- **Valance and Copy Size for Canopy/Awning Signs** - The valance, or apron, for any canopy shall in no case exceed 12 inches in height. Individual letters or symbols on these valances shall not exceed nine inches in height. This provision shall apply only to valances to which sign copy is affixed.
- **Illumination for Canopy/Awning Signs** - Canopy/awning signs that may be illuminated shall have no bare bulbs present on or around the sign face.
- **Canopy/Awning Signs on Historic Buildings** - No canopy/awning sign shall be permitted on a historic building unless documentation indicates that such a sign was used on the building when originally constructed and occupied. The design and coloration of such signs shall be compatible

with the character of the building.

- **Clearance Requirements for Canopy/Awning Signs and Suspended Canopy Signs** - All canopy/awning signs attached to the underside of a canopy/awning shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the most recent edition of the North Carolina State Building Code.
- **Canopy/Awning Signs and Wall Mounted Signs for Combined Developments** - All establishments within combined developments shall use as individual identification signs, exclusively, canopy/awning or wall signs. No mixing of sign types within a combined development shall be permitted, except that canopies/awnings containing no advertising copy, may be used in combination with wall mounted signs

12.5.4. ON-PREMISE GROUND SIGNS.

12.5.4.1. The maximum permitted sign area, location, characteristics, and number of On-Premise Ground-Mounted Signs shall be determined in accordance with Table 12.1-1 through 12.1-5 and as outlined in this § 12.5.4. The following additional regulations shall apply to on-premise ground-mounted signs:

- **Base Landscaping for Ground-Mounted Signs** - All ground-mounted signs located within parking or vehicular use areas, and not in yard areas, shall stand in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Article 8 of this Ordinance.
- **Distance Requirements from Existing Ground Signs** - No proposed ground-mounted sign shall be placed within 50 feet of an existing ground-mounted sign.
- **Ground-Mounted Signs for Combined Developments** – All uses within a combined development (includes more than one establishment or business on a common parcel) shall share the permitted ground-mounted sign(s) that is (are) permitted in accordance with Table 12.1-1 through 12.1-4. These regulations shall not apply to outparcels

of the development, as outparcels are separate parcels of land.

- **Changeable Copy.** Changeable copy or “reader board” area and electronic message board area are permitted as on-premise ground signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Electronic message board area is included in the calculation of the total sign area unless the board displays only time and temperature information, in which case the message area is allowed in addition to the maximum area of the sign.
- **Drive-Through Menu Signs** – Drive-through menu signs shall be limited to a maximum size of 32 square feet.
- **Additional Ground Signs** - Lots with more than one street frontage shall be allowed to erect one ground sign per frontage, provided that each frontage is at least 100 feet in width at the street right-of-way. No two ground signs shall be placed on the same street frontage.

12.5.5. PROJECTING OR SUSPENDED SIGNS.

12.5.5.1. The maximum permitted sign area, location, characteristics, and number of Projecting or Suspended Signs shall be determined in accordance with Table 12.1-1 through 12.1-5 and as outlined in this § 12.5.5. The following additional regulations shall apply to projecting or suspended signs:

- An identification, projecting or suspended sign shall include only the address and name of occupant.

A projecting or suspended sign shall not extend more than five (5) feet into the public right-of-way. In no case shall this category of sign be permitted to encroach over a motorized vehicle travel way such as a public or private street, alley, or driveway. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining, and maintaining in force, liability insurance in an amount of not less than \$500,000 per occurrence per sign.

12.6 COMPREHENSIVE SIGN PACKAGES

12.6.1. PURPOSE.

The purpose of the Comprehensive Sign Package is to encourage innovative, creative, and effective signage by providing an alternative to the general permanent signage criteria in this Chapter.

12.6.2. APPLICABILITY.

As an option to the permanent signage standards set forth in this Chapter, freestanding structures in excess of twenty-five thousand (25,000) square feet and/or master planned developments in excess of 10 acres shall be allowed to submit an application for a Comprehensive Sign Package. All Comprehensive Sign Packages shall be reviewed as a Special Use Permit in accordance with the procedures set forth in Section 3.5 of this Ordinance.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to the minimum signage criteria contained in this Chapter.

12.6.3. ARCHITECTURAL THEME.

The design, character, location and/or materials of all freestanding and attached signs proposed in a Comprehensive Sign Package shall be demonstrably more attractive than signs otherwise permitted on the parcel proposed for development under the minimum sign standards of this Chapter.

All signs must be architecturally integrated into/with the design of the building and/or site using similar and coordinated design features, materials, colors, etc.

12.6.4. PLAN REQUIRED.

The Comprehensive Sign Package shall include a master signage plan including the following:

- Site plan in accordance with Appendix B of the Unified Development Ordinance, identifying locations of freestanding, multi-tenant, and directional signs;
- List of each type of sign to be permitted in the development with accompanying allowances. At a minimum, the following information shall be provided:
- Freestanding sign regulations to include dimensions of support structures, dimensions of

sign face, permitted sign copy area (maximum individual and aggregate sign area per establishment), and maximum height of sign;

- Wall sign allowances to include permitted sign copy area (maximum individual and aggregate sign area per establishment), heights (in relation to storefront height) and area (in relation to storefront area);
- Directional sign allowances to include height and sign area;
- Illumination guidelines describing the type(s) allowed, placement, intensity, and hours of illumination;
- Changeable copy guidelines ;
- Temporary signage guidelines;
- Theme and/or color guidelines – Provide graphic depictions of sign designs, color palettes, font style and letter size, illumination, materials, and sample sign copy areas; and
- Demonstrate that all freestanding signage meets the site triangle requirements established in Appendix C.4.2.4.

12.7 OUTDOOR ADVERTISING (BILLBOARD) SIGNS.

12.7.1 PROHIBITION.

No new Outdoor Advertising Signs shall be permitted to be constructed in the City of Kannapolis jurisdiction.

**Table 12.1-1 Standards for Permanent Signs in
C-2 Zoning Districts**

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
GROUND SIGNS*				
Individual Business	1 per frontage per section 12.5.4.1	64 sf – Pole Sign 64 sf – Monument Sign 9 sf – Arm Sign	15 ft. – Pole Sign 15 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	64 sf plus 10 sf per additional tenant up to a maximum of 100 sf 9 sf – Arm Sign	20 ft. – Pole Sign 20 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Commercial Subdivision Entrance Sign	1 per entrance road 1 per frontage	64 sf ft. plus 32 sq. ft.	20 ft. 6 ft.	Outside of street right-of-way and site triangle
Institutional and Civic Uses	1 per frontage per section 12.5.4.1	64 sf – Pole Sign 64 sf – Monument Sign 9 sf – Arm Sign	15 ft. – Pole Sign 15 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
WALL SIGN				
Individual Business and Combined Developments	1 per frontage Per section 12.5.2.2	1.0 sf per lineal ft. of the building wall sign is attached to, up to 120 sq. ft. maximum sign area	Not to extend above the vertical wall	n/a
CANOPY / AWNING SIGNS				
Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
PROJECTING / SUSPENDED SIGNS				
Individual Business and Combined Developments	May be substituted for allowed wall sign	Projecting Sign – 6 sf or Suspended Sign – 4 sf	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

*Ground signs may include Pole, Monument, or Arm style signs

**Table 12.1-2 Standards for Permanent Signage in
O-I, C-1, CD, I-1 and I-2 Zoning Districts**

Sign Type	Number Allowed	Area	Height	Location
GROUND SIGNS*				
Individual Business	1 per frontage per section 12.5.4.1	64 sf – Monument Sign 9 sf Arm Sign for principal structures with 25,000 GFA or greater building area	6 ft. – Monument Sign for principal structures with 25,000 GFA or more:	Outside of street right-of-way and site triangle
		32 sf – Monument Sign 9 sf – Arm sign for principal structures with less than 25,000 GFA	4 ft. – Monument Sign 6 ft. – Arm Sign for principal structures with less than 25,000 GFA	
Combined Development	1 per frontage per section 12.5.4.1	32 sf plus 8 sf per additional tenant up to a maximum of 64 sf 9 sf – Arm Sign	6 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	1 per entrance road	32 sf – Monument Sign 9 sf – Arm Sign	6 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Institutional and Civic Uses	1 per frontage per section 12.5.4.1	64 sf – Monument Sign 9 sf – Arm Sign	8 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
WALL SIGNS				
Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	1.0 sf per lineal ft. of bldg. wall attached to, up to 64 sf. in O-I, 120 sf in C-1, CD, I-1, and I-2 districts	not to extend above the vertical wall	n/a
CANOPY / AWNING SIGNS				
Individual and/or Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
PROJECTED / SUSPENDED SIGNS				
Individual and/or Combined Developments	May be substituted for allowed wall sign	6 sf – Projecting Sign 4 sf – Suspended Sign	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

*Ground signs may be Monument or Arm style only. Pole signs are prohibited

**Table 12.1-3 Standards for Permanent Signage in
B-1, CC, TND, and PUD Zoning Districts**

Sign Type	Number Allowed	Area	Height	Location
GROUND SIGNS*				
Individual Business	1 per frontage per section 12.5.4.1	32 sf – Monument Sign 9 sf Arm Sign for principal structures with 10,000 GFA or greater building area <hr/> 16 sf – Monument Sign 9 sf – Arm Sign for principal structures with less than 10,000 GFA	4 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	32 sf – Monument Sign plus 8 sf per additional tenant up to a maximum of 64 sf 9 sf – Arm Sign	4 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	2 per entrance road along major thoroughfares	16 sf – Monument Sign 32 sf – Monument Sign (on major thoroughfares) 9 sf – Arm Sign	6 ft. – Monument Sign 8ft. – Monument (on major thoroughfares) 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Institutional and Civic Uses	1 per frontage per section 12.5.4.1	64 sf – Monument Sign 9 sf – Arm Sign	8 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
WALL SIGNS				
Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	1.0 sf per lineal ft. of bldg. wall attached to, up to 32 sf. In CC**, 64 sf in B-1, TND, and PUD districts	not to extend above the vertical wall	n/a
CANOPY / AWNING SIGNS				
Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
PROJECTED / SUSPENDED SIGNS				
Individual Business and Combined Developments	1 per frontage per section 12.5.2.2	6 sf – Projecting Sign 4 sf – Suspended Sign	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

*Ground signs may be Monument or Arm style only. Pole signs are prohibited

**For businesses located in the CC District with frontage on a major thoroughfare, except properties located along Main Street between 1st Street and Dale Earnhardt Boulevard, and Institutional and Civic Uses, total signage may be increased up to 120 sf.

**Table 12.1-4 Standards for Permanent Signage in
Residential Districts (AG, RE, RL, RM-1, RM-2, RV, RC, PUD, and TND)**

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
GROUND SIGNS*				
Entrance signs for Apartments, Condominiums, Residential Subdivisions, and Manuf. Home Parks	2 per entrance road along major thoroughfares	16 sf – Monument Sign 32 sf – Monument Sign on major thoroughfares 9 sf – Arm Sign	6 ft. – Monument Sign 8 ft. – Monument Sign on major thoroughfares 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Home Occupation	not permitted	n/a	n/a	n/a
Group Care Facilities, Rooming or Boarding Houses, Bed and Breakfast Inns, and Similar Uses	1 per premises	16 sf – Monument Sign 9 sf – Arm Sign	4 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
Institutional & Civic Uses	1 per premises	16 sf – Monument sign (less than 1 acre site) 24 sf – Monument Sign (1 to 2 acre site) 32 sf – Monument Sign (2 to 5 acre site) 48 sf – Monument Sign (greater than 5 acre site)	8 ft. – Monument Sign	Outside of street right-of-way and site triangle Outside of required sideyard setback established in Table 4.7-1
Other Uses	1 per premises	16 sf – Monument Sign 9 sf – Arm Sign	4 ft. – Monument Sign 6 ft. – Arm Sign	Outside of street right-of-way and site triangle
WALL SIGNS				
Apartments, Condominiums, Residential Subdivisions, and Manuf. Home Parks	not permitted	n/a	n/a	n/a
Home Occupation	1 per premises	4 sf 8 sf for rural home occupation only	n/a	n/a
Group Care Facilities, Rooming or Boarding Houses, Bed and Breakfast Inns, and Similar Uses	1 per premises* *as a substitute for a ground sign	5 sf	n/a	n/a
Institutional & Civic Uses	1 per frontage per section 12.5.2.2	32 sq. ft for principle structures with 10,000 GFA or greater building area. 16 sq. ft. for principle structures with less than 10,000 GFA	n/a	n/a
Other Uses	1 per premises	16 sq. ft.	n/a	n/a

*Ground signs may be Monument or Arm style only. Pole signs are prohibited

Table 12.1-5 Standards for Sign Characteristics									
	AG	RE, RL, RM-1, RM-2, RV, RC, PUD, TND, TOD	CC, CD	O-1	B-1	I-1	I-2	C-1	C-2
P = Permitted									
Animated	—	—	—	—	—	—	—	—	--
Changeable Copy	P*	P*	P	P	P	P	P	P	P
Illumination, Internal	P*	P*	P	P	P	P	P	P	P
Illumination, Indirect	—	—	P	P	P	P	P	P	P
Illumination, Indirect, Exposed Bulbs or neon	—	—	P	—	—	—	—	—	—
Illumination, External Low Voltage**	P	P	P	P	—	—	—	—	—

*Permitted for non-residential uses only

**Permitted for residential uses